

AMENDMENT TO THE ABSTRACT OF DISCLOSURE:

Please amend the Abstract of Disclosure to read as follows:

--An Internet-based electronic commerce (EC) enabled shopping network allowing members of a consumer product management team to communicate directly with consumers shopping along EC-enabled market space on the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, serviced by programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by product management team members and/or authorized parties. The Internet-based shopping network includes a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market spaces. Each EC-enabled marketing space includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products (i) offered for purchase and sale by an EC-enabled payment method, and (ii) marketed by corresponding MMVKs deployed by product management team members. When generated by a first Internet-enabled information server, each MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of consumer product information resources arranged for selection by consumers using a Web browser. Web-based subsystems are provided for programming these display modes. Upon the Web-browser of each consumer encountering an installed MMVK tag along EC-enabled market space, the corresponding server-side driven MMVK is automatically generated by the first Internet-enabled information server and served to the Web browser for display and review by the consumer shopping along the EC-enabled market space. --